

## **Appropriation of social media for fostering effective tacit knowledge sharing: developing conceptual model**

### **ABSTRACT**

With the rising popularity of social media in the past few years, several researches ratiocinate that this type of interactive and collaborative technology could be a beneficial tool for the sharing of tacit knowledge. Nevertheless, very few literatures have tackled the subject of how social media could facilitate tacit knowledge sharing among medical practitioners, and what are its contributions in the area. Thus, the factors that drive individuals to share tacit knowledge need to be investigated further and included in literature. Through a systematic literature review, this study proposes seven enabling conditions which could potentially facilitate the sharing of tacit knowledge. TAM was applied as a novelty in this study in investigating the factors influencing knowledge sharing via social media, whilst taking into account the mediation effects of Attitude in social media usage. This study uncovered an important correlation between virtual settings and the conversion of tacit knowledge, which affects organizational members who are not co-located physically but have a crucial need for sharing information.